

Message Text

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FM AMEMBASSY DAR ES SALAAM

TO USDOC WASHDC

INFO SECSTATE WASHDC 5253

AMEMBASSY KINSHASA

AMEMBASSY LAGOS

AMEMBASSY NAIROBI

UNCLAS DAR ES SALAAM 1345

E.O. 11652: N/A

TAGS: BEXP, TZ

SUBJ: PROPOSED AAMA TOGA TRADE MISSION

REF: (A) USDOC 5844 B) DAR ES SALAAM 4287 (NOTAL) C) NAIROBI

3240

1. REF A DISCUSSED PROPOSED OCTOBER 1974 VISIT OF 8-10 MANUFACTURERS OF WEARING APPAREL, TEXTILE FABRICS, AND MACHINERY FOR MAKING GARMENTS. IN REF B WE DISCUSS DEPARTMENT'S PROPOSAL THAT TEXTILE MACHINERY TRADE MISSION VISIT TANZANIA FALL 1974 AND SUGGEST POSSIBLE COMPOSITION OF MISSION TO INCLUDE REPRESENTATIVES OF COMPANIES MANUFACTURING GARMENT MACHINERY. MARCH VISIT OF (REFB) DEMONSTRATED US HAS GOTTEN OFF WELL IN EFFORT TO MAKE MAJOR SALE OF TEXTILE MACHINERY IN TANZANIA. BELIEVE NATEX, SUPPLEMENTED BY LENDING PROPOSALS FROM US BANKS, IS DOING ALL NECESSARY AND DOUBT THAT TEXTILE MACHINERY TRADE MISSION, IN TIME FRAME PROPOSED BY DEPARTMENT WOULD PROVIDE ANY MARKETING ADVANTAGE.

2. RESEARCH REGARDING MARKET IN TANZANIA FOR US GARMENT MACHINERY CURRENTLY IN PROGRESS. INITIAL RESULTS SUGGEST THAT LOCAL GARMENT INDUSTRY WILL NOT BE IN POSITION UNTIL FIRST HALF OF 1975 TO MAKE NEW INVESTMENT DECISIONS. ALSO, MARKET HERE PROBABLY NOT LARGE ENOUGH TO OCCUPY FULL SCALE VISIT OF TRADE MISSION FORMED FROM GARMENT MACHINERY INDUSTRY. CONSEQUENTLY WE NOTE CONTENTS OF REF C WITH CONSIDERABLE INTEREST. AMEMBASSY UNCLASSIFIED

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NAIROBI PROPOSES, IN SUMMARY, THAT SUBJECT IOGA TRADE MISSION

CONCENTRATE ON EITHER WHOLESALE/RETAIL APPAREL AND FABRIC TRADE
OR CLOTHING MANUFACTURING INDUSTRY-- BUT NOT BOTH.

3. THEREFORE, IN VIEW OF NAIROBI'S COMMENTS AS CONTAINED IN REF C,
WE RECOMMEND THAT IF AAMA DECIDES TO SEND REPRESENTATIVES OF GARMENT
MACHINERY INDUSTRY TO KENYA, ITINERARY SHOULD BE EXTENDED TO
INCLUDE SHORT BUT POTENTIALLY PROFITABLE STAY IN DAR ES SALAAM.
HOWEVER, OUR RECOMMENDATION IS PROVISIONAL PENDING RECEIPT OF
LIST SHOWING TYPES OF GARMENT MACHINERY REPRESENTED BY TRADE
MISSION. ONCE LIST IS AVAILABLE WE WILL DETERMINE SPECIFIC MARKET
INTEREST AND REPORT.

4. GIVEN PRESENT STAGE OF TANZANIAN MARKET DEVELOPMENT WE CONCUR
IN AMEMBASSY NAIROBI'S RECOMMENDATION THAT SUBJECT TRADE MISSION
VISIT EAST AFRICA IN FEBRUARY.

5. FOREGOING CLEARED IN DRAFT WITH EMBASSY NAIROBI.
BEYER

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